

Message Text

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PAGE 01 TOKYO 09954 021521Z
ACTION COME-00

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ALSO PASS USDOC AND STR ELECTRONICALLY

E.O. 11652: NA
TAGS: ETRP, JA
SUBJECT: TRADE FACILITATION COMMITTEE--SUMMARY OF STATUS
OF GOJ PROJECTS

REF: (A) STATE 122541, (B) TOKYO A-136

1. SUMMARY: THIS MESSAGE RESPONDS TO REF (A) REQUEST
FOR CLARIFICATION OF STATUS OF PLANNED OR PENDING GOJ
PROJECTS MENTIONED DURING FIRST AND SECOND TRADE
FACILITATION COMMITTEE (TFC) SENIOR REVIEW COMMITTEE (SRC)
MEETINGS. END SUMMARY.

2. REF A PARA 2: "JETRO SPONSORED MARKET RESEARCH
PROJECTS INCLUDING 1) FURNITURE, 2) LEISURE AND SPORTING
GOODS, 3) HOME ELECTRICAL APPLIANCES, 4) COSMETICS,
5) DO-IT-YOURSELF GOODS, 6) INTERIOR DECORATION,
7) APPAREL, 8) KITCHENWARE." THE FIRST THREE STUDIES
HAVE BEEN PUBLISHED BY JETRO AND 50 COPIES HAVE BEEN
SENT AS ENCLOSURES TO REF (B). JETRO EXPECTS THE
REMAINING FIVE STUDIES TO BE COMPLETED SHORTLY. COPIES
WILL BE POUCHED TO USDOC AND STATE AS SOON AS
AVAILABLE.

3. REF A PARA 3: "JETRO'S PLANS FOR ENGLISH LANGUAGE
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INSTRUCTIONAL BOOKLET ON JAPAN'S IMPORT SYSTEM." JETRO
PUBLISHED MARCH 1978 A 31 PAGE ENGLISH LANGUAGE
LANGUAGE BOOKLET TITLED "JAPAN'S IMPORT SYSTEM" AS THE
FIRST PART OF ITS EXPORTERS GUIDE SERIES. REF (B) ALSO
TRANSMITTED 50 COPIES OF THIS BROCHURE. JETRO IS
PLANNING TO PUBLISH THE SECOND BOOKLET IN THE EXPORTERS
GUIDE SERIES TITLED "JAPAN'S CUSTOMS REGULATIONS AND

PROCEDURES" IN JULY OR AUGUST, 1978. COPIES WILL BE FORWARDED AS SOON AS AVAILABLE.

4. REF A PARA 4: "MITI REPORT (SECOND SRC MEETING) THAT IT IS UNDERTAKING MARKET RESEARCH TO IDENTIFY TEN PRODUCTS WITH THE BEST IMPORT PROSPECTS, WHICH WAS TO BE INCORPORATED IN A 20-30 PAGE REPORT DUE BY END OF APRIL." MITI DIRECTOR-GENERAL NISHIYAMA NOTED AT DECEMBER 8, 1978 SECOND SENIOR REVIEW COMMITTEE MEETING OF TFC THAT: "GOJ ALSO DOING MARKET STUDY OF TEN ITEMS IT HAS SELECTED AS BEST IMPORT PROSPECTS. A 20-30 PAGE ENGLISH VERSION OF THIS STUDY TO BE AVAILABLE BY END OF APRIL." MITI SOURCES CONFIRM THAT THIS RESEARCH IS NOT BEING CARRIED OUT IN THIS FORMAT, AND THAT CONFUSION OVER SEVERAL TENTATIVE GOJ OFFERS AT END OF 1977 TO PREPARE VARIOUS MITI AND JETRO STUDIES MAY BE SOURCE OF MISUNDERSTANDING.

5. REF A PARA 5: "MITI (IKEDA) OFFER DURING BARREDA (STR) VISIT TO ESTABLISH "CENTRAL INFORMATION CENTER" TO PROVIDE UNITED STATES WITH TIMELY ACCESS TO ALL GOJ PROCUREMENT DATA." SEPTEL FOLLOWS.

6. REF A PARA 6: (NOTE: CORRECT REFTEL IS TOKYO 18928) "MITI EXPRESSION OF INTENTION TO ESTABLISH SPECIAL OFFICE TO RESOLVE DISTRIBUTION PROBLEMS." MITI SOURCES CONFIRM UNCLASSIFIED

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MITI CURRENTLY HAS NO PLANS TO ESTABLISH SUCH AN OFFICE SEPARATE FROM EXISTING FACILITIES.

7. REF A PARA 7: MITI FUNDED STUDY ON COMPARISON OF U.S. AND JAPANESE DISTRIBUTION SYSTEMS. EMBASSY HAS RECEIVED FIRST UNCOMPLETED DRAFT OF MITI-FUNDED JAPANESE LANGUAGE STUDY TITLED "RYUTSU KIKO KENKYU" (RESEARCH ON THE DISTRIBUTION SYSTEM) DATED APRIL 20, 1978. THIS 108 PAGE STUDY IS NOT A COMPARISON OF U.S. AND JAPANESE DISTRIBUTION SYSTEMS BUT AN ANALYSIS OF 10 CASE STUDIES OF PREVIOUS SUCCESSFUL PENETRATION OF THE JAPANESE CONSUMER PRODUCT MARKET BY IMPORTED PRODUCTS INCLUDING: OLIVETTI OFFICE EQUIPMENT, VOLVO AUTOMOBILES, WARNER-LAMBERT/SHICK SHAVING PRODUCTS, PHILIPPS COFFEE MAKERS, ESTEE LAUDER COSMETICS, TWININGS TEAS, TAMPAX-TAMPON, MAISON CING FASHION, MCDONALDS HAMBURGERS, AND A DISCUSSION OF MARKET PENETRATION BY AMERICAN AND EUROPEAN MULTINATIONAL FIRMS. MITI EXPECTS A FINAL ENGLISH LANGUAGE EDITION TO BE PUBLISHED IN AUGUST OR SEPTEMBER 1978. COPIES WILL BE TRANSMITTED AS SOON AS AVAILABLE.

8. REF A PARA 8: "MITI/MINISTRY OF FINANCE STUDY OF FINANCING OF IMPORTS BY JAPAN'S PUBLIC AND PRIVATE SECTORS." MITI AND MINISTRY OF FINANCE REPRESENTATIVES DELIVERED A SHORT ORAL SUMMARY OF JAPAN'S IMPORT FINANCING SYSTEM AT MAY 30, 1978 TRADE STUDY GROUP MEETING. COPIES OF SPEAKERS NOTES OBTAINED AT PRESENTATION WILL BE TRANSLATED AND FORWARDED AS SOON AS AVAILABLE.

MANSFIELD

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